WHAT IS CLAIMED IS:

1. A method for controlling tension in a web of a printing press, the printing press including an infeed, printing units and a folder, the method comprising the steps of:

increasing an infeed tension in the web between the infeed and the printing units when the printing units change to a printing mode from a white web mode; and decreasing the infeed tension in the web when the printing units change from the printing mode to the white web mode.

- 2. The method as recited in claim 1 wherein the infeed tension is increased so that a substantially similar tension is maintained in the web after the printing units during the change from the printing mode to the white web mode.
- 3. The method as recited in claim 1 wherein the tension is controlled via a PLC.
- 4. The method as recited in claim 3 wherein the PLC is connected to a LAN.
- 5. The method as recited in claim 1 wherein the tension after the printing units is controlled by a PLC controller so as to maintain a substantially similar tension in the web during the change from the printing mode to the white web mode.
- 6. A web printing press comprising:

an infeed for providing a web of material to be printed;

at least one printing unit for printing the web, the printing unit having a printing mode and a white web mode;

- a folder for cutting the web into signatures; and
- a controller for controlling the tension in the web between the infeed and the printing units and the tension after the printing units, the controller controlling the tension between the infeed and the at least one printing unit as a function of a



transition between the printing mode and the white web mode.

- 7 The web printing press as recited in claim 6 further comprising a chill unit and a slitter located between the printing units and the folder.
- 8. The web printing press as recited in claim 6 further comprising a LAN connected to the controller.
- 9. The web printing press as recited in claim 6 wherein the controller is a PLC.
- 10. The web printing press as recited in claim 6 wherein the controller receives inputs concerning printing mode and press speed.
- 11. The web printing press as recited in claim 6 wherein the web printing press is an offset lithographic printing press.
- 12. A method for controlling a web printing press having printing units, the method comprising the steps of:

controlling a tension of a web at an infeed section of the press as a function of a printing mode; and

maintaining the tension of the web before and after a printing mode change in a section of the press after the printing units.